Issue of DTH and radio FM licences

*74. SHRI C. RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the Telecom Regulatory Authority of India (TRAI) has formulated guidelines/norms for issue of DTH and Radio FM licences;

(b) if so, the details thereof;

(c) whether it is also a fact that as per these guidelines/norms, Government have received applications for DTH/Radio FM licences; and

(d) if so, the companies who have applied for licences and by when these licences are likely to be issued?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) TRAI has furnished its recommendations on the following:

(i) Licensing issues relating to second phase of private FM radio broadcasting.

(ii) Issues relating to broadcasting and distribution of TV channels.

The recommendations on issues relating to broadcasting and distribution of TV channels, *inter alia*, covers certain aspects of DTH service. Both sets of recommendations are available on TRAI's website (*http//www.trai.gov.in*). The recommendations are under examination.

(c) No applications can be received by the Government on the basis of recommendations of TRAI, as no final view has been taken.

(d) Does not arise.

Advertisement from defaulting agencies

*75. SHRI B.K. HARIPRASAD: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Indian Broadcasting Foundation has directed all its members not to accept advertisements from the defaulting clients like Samsung, Motorola and Reckitt Benckiser with effect from the 10th November, 2004;

(b) how much dues these companies owe to Doordarshan channels for advertisements aired till now; and

(c) whether Doordarshan would abide by the directive of the IBF and if so, for how long?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Indian Broadcasting Foundation (IBF) is a private body and as such is not under the administrative control of the Government. However, IBF has informed that it advises its member broadcasters not to accept further business from persistent defaulting advertisers. Government has been further informed that recently, IBF has called for a ban on advertisements of certain advertisers, such as Samsung, Motorola and Reckitt Benckiser.

(b) Prasar Bharati has informed that none of the said advertisers owe any dues to Doordarshan.

(c) However, Prasar Bharati as a member broadcaster would conform to the ban as long as the ban is effective.

New export markets

†*76. SHRI R.S. GAVAI: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Government have made any attempts to export Indian goods to such countries where Indian goods have not been exported so far and a good market potential may be exploited there;

(b) if so, the details thereof, and

(c) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN): (a) to (c) . Yes, Sir. A greater diversification of our export market has been an important factor in sustaining export growth. Several export strategies have been formulated from time to time in order to identify potential markets. During the last few years focus destination programmes were announced for Latin America, Africa, CIS Region and ASEAN+2 (Australia and New Zealand) to strengthen our presence in these emerging markets. Performance of our exports with these regions *vis-a-vis* country's overall export performance is given in the table below. Similarly, Market Access Initiative (MAI) and Market Development Assistance (MDA) Schemes have played a vital role in diversifying the country's export trade.

†Original notice of the question was received in Hindi.